

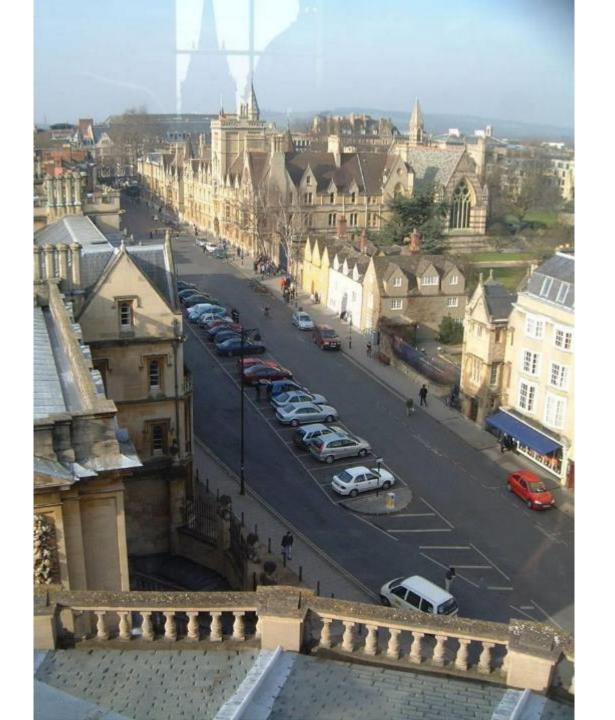
Broad Street

Lucy Prismall

Principal Planner – Mobility and Place Oxfordshire County Council 17 October 2023







The Brief

- Deliver a temporary public realm scheme
- Budget £500k
- Deliver by Summer 2022
- Strong interest from key cabinet members



Objectives

- Optimal Use of Space optimised for shared civic space.
- **Economic Development** enables an increased footfall, creates opportunities for local hospitality businesses and arts / community organisations to generate income.
- Accessibility and safety an inclusive and safe place in the heart of the city, accessible for all, feels safe and comfortable, and welcoming to all of Oxford's residents and visitors.
- **Engagement** stakeholders must inform the scheme.
- Heritage and Planning Policy is sensitive to and sustains the existing heritage significance.
- Environmental Sustainability the scheme supports Oxford's Zero Emission Zone and achieves environmental sustainability.
- Experimenting for the future trial period can inform potential
 plans for a longer-term change to Broad Street.

How did we do it?

Jan

Business case signed off

Feb

Funding released Data gathering and pre-scheme surveys commissioned

March

Initial engagement commenced

Procured two consultancies to support designs

April

Preliminary highway design prepared

Design workshops held online with interested stakeholders

May

Analysed stakeholder feedback and prepared public realm designs prepared and revised highway designs

June

Stage 1/2 Road Safety Audit completed

July

Detailed designs completed, artist impressions shared with wider public

Aug

Scheme under construction

Scheme opens to the public, statutory consultation commences

Sept

Oct





















Challenges

- Timeline and pressure to deliver meant less thinking time for key decisions
- Balancing street functions access to properties, bus services, deliveries, disabled bays, key cycle route, high footfall, event space
- Stewardship and maintenance responsibilities must be defined from the outset



Successes

- Worked with our constructors from the outset who fed into the designs
- Incorporated social value into the scheme using a local social enterprise to build the seating
- Despite initially opening to the public in Oct 22, we have continued to adapt the scheme and test different layouts based on feedback received from people using the space as well as those that are impacted



The future

- Cabinet Member Decision meeting on the future of the current temporary scheme – December
- Central Oxfordshire Movement and Place Framework will help identify long term vision/design principles for the street and surrounding streets.
- Need to re-prioritise the function of the street
- Identify potential funding sources
- Possibility of a partnership approach



